

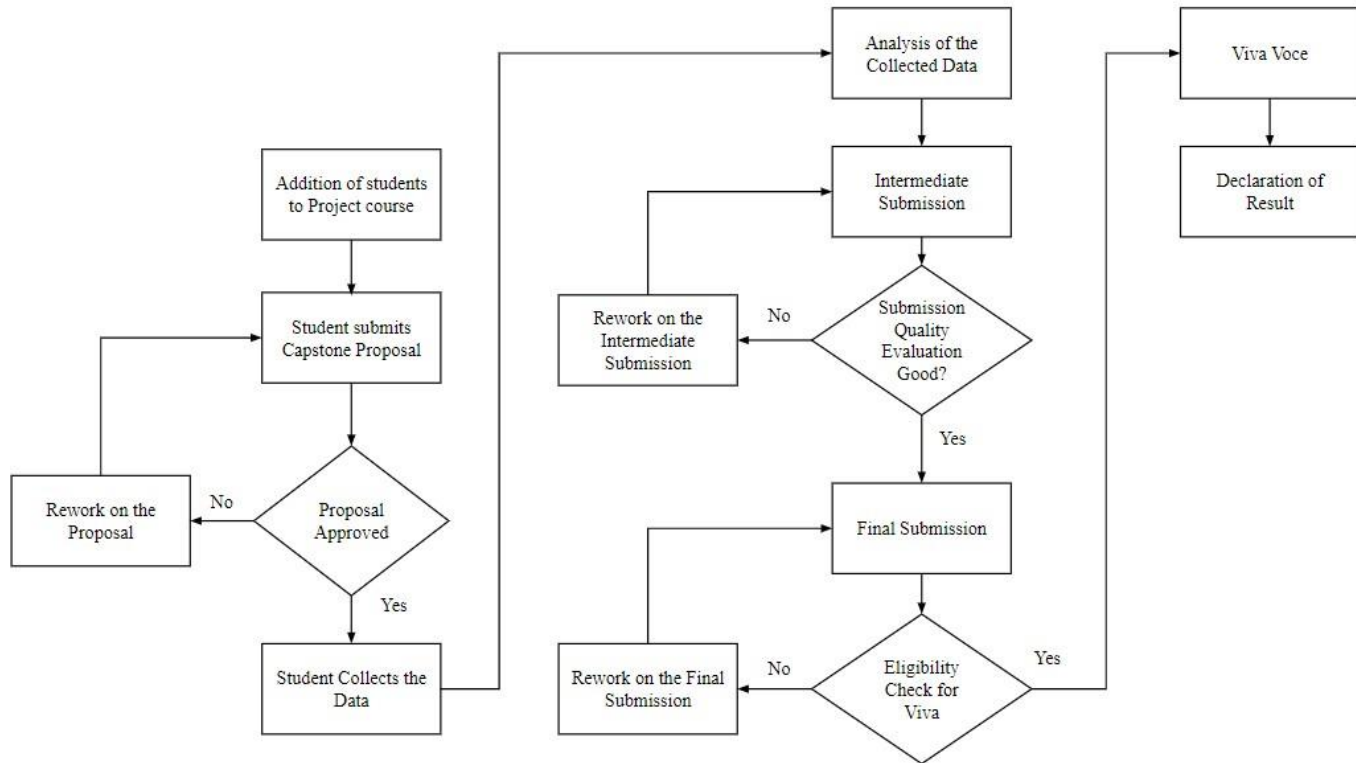
BDM Capstone Project-

Analysis with Primary Data

1. The student needs to collect the data pertaining to a business problem. It could be any business- organized or unorganized sector. E.g.: Manufacturing, automobile, IT sectors, supermarkets, laundry, vegetable vendors, restaurants, service businesses etc. Kindly note that only “**primary data**” is to be collected. **Do not collect** data from online sources like Kaggle, GitHub etc., as they constitute the secondary data sources. **This is an independent research project.**
2. Clearly explain the process of data collection.
 - a. Prepare field notes describing the meeting between the two parties (Student and the business, the people involved etc.). Mention in brief, how many meetings were done and what was discussed?
 - b. Understanding of the business (Type of Business-B2B, B2C or both) and nature of problem(s) the businesses encounter.
 - c. How do businesses solve the problems they encounter? Are these problems recurring or one-time?
 - d. How did the student narrow down the problem?
 - e. How was the data collection done? Time period of data collection (Days/ Months/Years etc.).
 - f. Tangible evidence (People, Processes (say an organization chart) or any form of physical evidence)
3. Details about the various variables collected as a part of data collection. Importance of these variables and their relevance.
4. Cleaning of the data – Describe the process in brief and how it was done.
5. Analysis of the data- While the students can use the case studies taught in BDM course as cues to conduct the analysis, the rationale for the same needs to be mentioned. We also encourage students to go through newspapers, journals, reference books, use learnings from other courses etc, and explore newer ways of conducting analysis.
6. Provide insights from the analysis conducted to the businesses.
 - a. What should businesses do? (Continue doing and start doing)
 - b. What is that they need to avoid?
 - c. In what ways do your solution(s) address the business problem(s)?

Kindly note these insights should be novel, as something that adds value to the decision maker. The insights should be derived from the analysis you conduct. So, the better the data, the richer the insights!

Flow of Project



Submission Phases and Evaluation criteria

1. Proposal submission- Scaled down to 20%
2. Mid-term Submission (Explanation of Data collection and cleaning) - Scaled down to 20%
3. Final Submission with Analysis/Interpretation of data - Scaled down to 40%
4. Viva Voce- Scaled down to 20%

Students must make the submissions only via the project portal,
<https://bdmcapstonefrontend.firebaseio.com/login> . Submissions via email will not be accepted.

Timeline for 2024 term students

(These are tentative dates; it may vary based on student submission)

Note: Suppose you submit the proposal between July 1-5, the results for the same will be announced on July 10th. The mid-term submission can happen only in Aug 6-10 and results will be announced by 15th August. Final submission from September 11th to 15th and results for this would be announced on 20th September.

Viva can be given in the same month.

Kindly note, the students take 3-6 months on average to complete the BDM Capstone project. Excellent projects are shortlisted and will be awarded certificates. The students also get an opportunity to present their work to senior industry professionals.

Link: <https://www.youtube.com/watch?v=m5iGcEWi8L4> (BDM Best Capstone Project)

BDM Prior session links: <https://www.youtube.com/@bdmpod6038/streams> (This has sessions wherein senior students presented their projects)

Live session by Dr. Aaditya Chandel- Usually conducted every Sunday (<https://youtu.be/HSVXWbXoDW8>)

The declaration statement is a must while submitting the proposal. Submissions made without it will be desk rejected. The template for the same is available in the drive link shared. It is only to be submitted at the start of the project.

All queries related to payments and registrations be only sent to sindhuja@study.iitm.ac.in. We will not be responding to such requests on discourse or via email.

Queries related to project be marked both to aaditya@study.iitm.ac.in and ashwin@study.iitm.ac.in

Before sending emails make sure you have gone through all the documents shared and attended live sessions.

Proposal submission	Announcement of results	Mid-term submissions	Announcement of results	Final submissions	Announcement of results	Viva Voce
1 st to 5 th of every month	On 10 th	6 th to 10 th of every month	On 15 th	11 th to 15 th of every month	On 20 th	25 th onwards

Project Proposal

- Proposal must be about four – five pages long
- Proposal is evaluated for 100 marks and scaled down to 20
- A pass mark of at least 50/100 is needed for the proposal to be approved
- At least 2 objectives (problem objectives) must be identified in the proposal, 1 objective is also acceptable if it's broad.

a)	Absence of declaration statement= Desk rejection	Reject Proposal
1	Does the Proposal discuss a) business problem and or b) plagiarism is less than 20%?	Yes/No
2	If Answer to Q1 is a “No”	Reject Proposal
	Expected Contents	Weightage
3	• Executive Summary and Title (200-250 Words)	15
4	• Organization Background (150-200 Words)	10
5	• Problem Statement (Listed as objectives) (100-120 Words) • Pointwise and not in paragraphs	10
6	• Background of the Problem (200-250Words)	10
7	• Problem Solving Approach (400 Words)	45
7a	• Details about the methods used with Justification	
7b	• Details about the intended data collection with Justification	
7c	• Details about the analysis tools with Justification	
8	• Expected Timeline- Work Breakdown Structure and Gantt Chart	5
9	• Expected Outcome	5

Do refer to the BDM Capstone Project Document for 2024- for short notes on the contents for proposal.
There are no separate documents for mid-term and final.

Mid-term Submission

- Submission must be about 8 – 10 pages long
- Submission is evaluated for 100 marks and scaled down to 20

1	Is the plagiarism % of the document is less than 20%	Yes
2	If Answer to Q1 is No	Reject Submission
	Expected Contents	Weightage
3	<ul style="list-style-type: none"> • Executive Summary and Title (200-250 Words) 	15
4	<ul style="list-style-type: none"> • Proof of originality of the Data (Primary Data - survey link, photograph, letter from organization, etc.) <ul style="list-style-type: none"> • Letter from organization in letter head with stamp and sign <ul style="list-style-type: none"> • Images of the firm/ servicescape (Max of 5) • A short video 3-8 mins interacting with the founder 	10
5	<ul style="list-style-type: none"> • Metadata- 20 marks • Descriptive Statistics- 20 marks 	40
6	<ul style="list-style-type: none"> • Detailed Explanation of Analysis Process/Method- justification for its usage. Why is this method more appropriate than the rest 	25
7	<ul style="list-style-type: none"> • Results and Findings (Graphs and other Pictorial Representation Preferred and with words) • Clearly explaining the trends, what and why patterns that has been observed in the analysis 	10

Link for metadata and descriptive statistics: Need to justify and link with the problem statement

1. <https://dataedo.com/kb/data-glossary/what-is-metadata>
2. https://www.investopedia.com/terms/d/descriptive_statistics.asp

Note:

- a. Students might see that some sections are similar (for instance, executive summary, results, and findings etc.) across submissions. These things get refined as and when you navigate through various stages of the submission process.
- b. Do not make similar submissions for mid-term and final. While mid-term submission has preliminary results, the final submission is a complete report and thus has higher weightage. Same submissions will attract rejections.
- c. Video interaction is a must to establish credibility. It can be in any language. If there are many videos and pictures that you wish to share, you insert it as a drive link and give us access.

Final Submission

- Submission must be about 18 – 20 pages long
- Submission is evaluated for 100 marks and scaled down to 40
- A cumulative score of 40/80 is needed to be eligible for viva voce.

1	Is the plagiarism % of the document is less than 20%	Yes
2	If Answer to Q1 is No	Reject Submission
	Expected Contents	Weightage
3	• Executive Summary and Title (200-250 Words)	15
4	• Detailed Explanation of Analysis Process/Method	15
5	• Results and Findings (Graphs and other Pictorial Representation Preferred and with words)	40
6	• Interpretation of Results and Recommendation	20
	• Presentation and legibility of the report	10

❖ Students are free to use any analysis tool including Excel, R, Python etc.

Viva Voce

- Student should present the project using Ppt – Max 10 slides, all inclusive
- Submission is evaluated for 100 marks and scaled down to 20
- A cumulative of 50/100 marks is needed to pass BDM capstone project course
- The presentation should only include things in brief and highlight key findings and results

	Evaluation Criteria	Weightage
1	• Presentation Content	30
2	• Presentation Quality	10
3	• Presentation Flow	10

4	• Presenter Communication Skills	20
5	• Presenter ability to answer questions	20
6	• Presenter's preparedness and confidence	10

Reference Textbooks (Strongly recommended, worth having in your personal library)

1. Malhotra, N., & Dash, S. (2019). *Marketing research: An applied approach*. Pearson.
2. Newbold, P. (2013). *Statistics for business and economics*. Pearson.
3. Wirtz, J., & Lovelock, C. (2021). *Services marketing: People, technology, strategy*. World Scientific.
4. Operations Management: Processes and supply chain | Twelfth Edition by Lee J Krajewski and others

-----End of the report-----

This document has been jointly prepared by Dr. Aaditya Chandel and Dr. Ashwin Baliga. It has been prepared for learning purposes and cannot be shared en masse without the permission of the undersigned.